

Student's Book 2

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1 Have sportspeople always advertised products?

- A Yes, but not as much as they do now.
- B No, years ago they did not do advertising for companies.
- C Yes, sport has always been big business for advertising companies.
- D No, advertising has only started in the last couple of years.

2 What role has TV played in commercializing sport?

- A Companies pay millions of people to watch big sporting events.
- B Millions of people enjoy watching advertising on TV.
- C It has made sports stars more famous.
- D Big events are good opportunities for advertisers.

3 Why do companies use sports stars to advertise their products?

- A They are cheap.
- B Because they use so many products.
- C The public see them as having happy and successful lives.
- D Because sports stars love making adverts.

4 According to the text, why do famous teams travel abroad?

- A To get more fans and increase sales of the football club's products.
- B To play foreign teams.
- C To meet the businessmen who sell the football club's products.
- D To find new kinds of merchandise.

5 What does the writer think about what is happening in sport?

- A The sports world needs the money, so they have to do it.
- B It doesn't matter, because everyone knows that the sport is more important than advertising.
- C It's fine because the players get better facilities.
- D It's a problem if players get more involved with the advertising than the sport.

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1 BASE jumpers ...

- A jump from man-made and natural objects.
- B learn to parachute from a bridge first.
- C jump from objects before jumping from a plane.
- D only jump from man-made objects.

2 Before learning to BASE jump, Jeanette ...

- A thought jumping from a bridge was silly.
- B imagined how great it would be to jump from a bridge.
- C had never looked down from a bridge or cliff.
- D talked to people who liked flying.

3 According to Jeanette, everyone who BASE jumps ...

- A has to be a little crazy.
- B does it very safely.
- C knows of people who have had serious accidents.
- D has had a serious accident.

4 BASE jumping is different to jumping from a plane because BASE jumpers ...

- A have less time and only one parachute.
- B have less time but they have two parachutes.
- C travel at a more dangerous speed.
- D jump the same distance but with one parachute.

5 BASE jumping is illegal ...

- A only in National Parks.
- B everywhere, but it is still popular.
- C in some places, but people still try to jump there.
- D in some places, so people don't jump there.